

# U.S. AGENCY FOR INTERNATIONAL DEVELOPMENT INTERIM GRAPHIC STANDARDS



**This new Identity is approved for use by Agency employees and contractors currently required to acknowledge USAID in public communications or materials promoting programs, projects or activities.**

Our official Graphic Standards Manual, which will provide complete guidance on the design of print communications as well as templates for common products, will be available online at <http://www.usaid.gov/branding/> in late November and in print before the end of the year. All USAID employees will be notified when the complete manual is available. This interim information is being made available now as many bureaus and missions are in the process of developing new materials. These pages provide guidance on the use of our updated logo and new brandmark, which together form our Standard Graphic Identity (Identity), as well as the Agency's color palette and typography style.

# UPDATED LOGO

**THE LOGO IS THE GRAPHIC REPRESENTATION OF OUR ORGANIZATION—THE UNITED STATES AGENCY FOR INTERNATIONAL DEVELOPMENT.**

Our logo, however, is often hard to read, especially in a small size or at a distance, and sometimes difficult to reproduce, especially our famous handclasp. The updates to the logo below are purely intended to increase readability and improve reproduction quality. And, while a new landmark has been added (see page 1.2) to enhance the overall communication, the Agency logo remains a powerful symbol of hope for millions of people around the world.

## BEFORE



The United States Agency for International Development text wrapped in a 360° circle which made it difficult to read.

## AFTER



In the updated logo, the “United States Agency” and “International Development” text is right reading. The logo must always be used as shown above and may never be altered. The full-color version is shown above, though two-color and one-color versions are also allowed.

## SERIF FONT



The serif font was difficult to read and reproduce at many sizes.

## SANS SERIF FONT



The sans serif font is easy to read and reproduce at any size. This example is shown for reference only. No elements of the logo may ever be used alone, as shown here.

## OLD HANDCLASP



The handclasp was difficult to understand and reproduce at most sizes.

## UPDATED HANDCLASP



The updated handclasp is easy to understand and reproduce at any size. This example is shown for reference only. No elements of the logo may ever be used alone, as shown here.

# NEW BRANDMARK



**THIS NEW “BRANDMARK” IS THE GRAPHIC REPRESENTATION OF THE WHOLE CATEGORY OF U.S. FOREIGN ASSISTANCE. IT IS MEANT TO SYMBOLIZE THAT THE AID PROVIDED IS FROM THE UNITED STATES—IT IS “US-AID.”**

The two colors, the same red and blue from the American flag are used to distinguish “US” from “AID”... so the reader won’t mistake this as another logo for our Agency.

Our logo remains the graphic representation of our Agency. It communicates that the assistance provided to the country was in partnership with the U.S. Agency for International Development. But our logo alone is NOT doing the job. Even with the updates outlined on the previous page it works better on a publication than a banner. It is more like our signature than our headline. And it’s not the whole message.

That’s why we are adding a brandmark... in marketing terms, it’s like our “brand name.” It is the type of assistance we provide that is differentiated from others like British aid or Japanese aid.



This new brandmark—including the tagline “[FROM THE AMERICAN PEOPLE](#)”—communicates a broader message than just marking the work of one organization. It is designed to raise the visibility and value of U.S. foreign assistance. It symbolizes that a project, program, or activity was funded by U.S. taxpayers. It says this is a gesture on behalf of U.S. citizens. It conveys that **USAID** is in the U.S. interest.

The brandmark has the potential to become a “global brand name” like UNICEF. When people not involved with development think about UNICEF, they don’t think about an organization, they think about “help for children in need.” Our goal is to develop a unique positioning for this new brand name, so when people see **USAID** they automatically think “assistance from the American people.”

Like the equity in our logo, global brands are developed over time, not overnight. We must use the brandmark consistently and persistently for it to gain value.



The **USAID** brandmark and the Agency logo were designed to work together as a unit. This unit is called the Standard Graphic Identity (Identity).

Think about most consumer products, they have brand names and logos: McDonald’s and the Golden Arches or Nike and the Swoosh.

Like our Agency logo, the logos for these companies are well recognized around the world and can stand on their own...but the message is more powerful when the brand name and logo are presented together.

# BUILDING A GLOBAL BRAND

OUR FIRST STEP IN BUILDING A GLOBAL BRAND IS DEVELOPING A VISUAL IDENTITY THAT IS USED CONSISTENTLY ON ALL COMMUNICATIONS—OUR STANDARD GRAPHIC IDENTITY. IF WE ARE SUCCESSFUL, PEOPLE ALL OVER THE WORLD WILL BE ABLE TO LOOK AT ANY COMMUNICATION AND INSTANTLY KNOW IT WAS PRODUCED OR FUNDED BY OUR AGENCY.



Branding is about much more than just the accurate placement of our logo and brandmark. It's about understanding our competitive advantage, core values and global vision. It's about our promise to our constituencies. Ultimately, it's our positioning—the space we occupy in someone's mind.

This Graphic Standards Manual only addresses developing a visual identity that creates instant recognition. It was developed to significantly improve the visual presentation of our publications, press materials, success stories, and other common communications tools, as well as standardize our stationery, business cards, signage and markings at project sites. It provides guidelines and templates for the design and production of materials. It will help the Agency project a more unified image.

## OUR OBJECTIVES

- Enhance the visibility and value of U.S. foreign assistance
- Better link our communications to U.S. foreign policy, national security and the American people
- Improve the impact and consistency of our communications across bureaus, sectors, missions and programs

## UNIVERSAL STANDARDS

Everything we produce says something about who we are, what we do, and why we do it. The words we write. The photos we select. The colors, typography, and layout all contribute to creating a specific image.

Yet, all too often, we don't clearly think through the desired message we want to communicate. And, because our work is so diversified and decentralized, everything we currently produce looks very, very different. These practices dilute the effectiveness of our communications... and are a barrier to building a global brand.

While there's a need for flexibility and adapting communications to appeal to local cultures, we must develop universal standards to ensure our communications have some basic things in common—like individual people can be extremely different but are all members of the same family.

This Interim Graphic Standards sets the official universal standards for design and printing of the USAID family of communications.

# LOGO USAGE

The Agency logo is an official U.S. Government symbol, and any alteration, distortion, recreation, translation, or misuse is strictly prohibited.

A number of digital file formats are available for download. The files available are each optimized for a variety of applications, for both print and on-screen communications, to ensure easy adherence to these guidelines. **Do not recreate the logo under any circumstances.** Colors referenced below are described in detail on page I.16 of this guidance.

## ELEMENTS OF THE LOGO



- A. Circles
- B. Agency name
- C. USAID
- D. Handclasp
- E. Stars
- F. Bars

## FULL-COLOR LOGO

Circles, Agency name, USAID, stars: USAID Blue  
Bars: USAID Red  
Handclasp: 100% Process Black



The full-color logo should be used whenever print or on-screen technology or budget allows. This version can either be printed in four-color process (CMYK) ink or using the three PANTONE inks described on page I.16.

## TWO-COLOR LOGO

Circles, Agency name, USAID, stars: USAID Blue  
Bars: USAID Red  
Handclasp: USAID Blue



The two-color logo can be used whenever print technology or budget does not allow for the full-color version. This version may only be printed using the PANTONE inks described on page I.16.

## BLACK-ONLY LOGO

All: 100% Process Black



The black-only logo can be used whenever print technology or budget does not allow for the full-color or two-color version. This version may only be printed using Process Black ink.

## MINIMUM LOGO CLEAR SPACE

A minimum area within and surrounding the logo must be kept clear of any other typography (except the brandmark as specified on page 1.9 of this manual); graphic elements such as photographs, illustrations, thematic images and patterns, and the trim edge of a printed piece. These measurements only apply when the brandmark is used without the logo, on any applications. More than the minimum clear space is encouraged if applications provide the opportunity.

Minimum clear space on all sides is equal to half of the width of USAID in the brandmark, at any size. Within the rectangle so described, all the area is clear space.

**W = Width of USAID**

**1/2 W = Half of the width of USAID**

**1/2 W = Clear space**

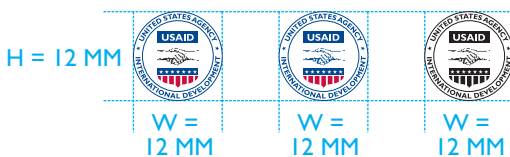


## MINIMUM PRINT LOGO SIZE

An absolute minimum size has been established for the logo to ensure legibility in print applications. This size is not intended for use on anything other than business cards.

**Minimum height of printed logo = 12 MM**

**Minimum width of printed logo = 12 MM**

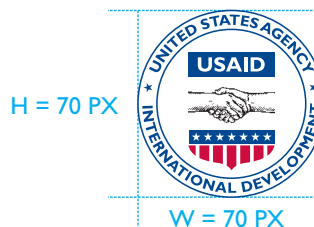


## MINIMUM ON-SCREEN LOGO SIZE

An absolute minimum size has been established for the logo to ensure legibility in on-screen applications.

**Minimum height of printed logo = 70 Pixels**

**Minimum width of printed logo = 70 Pixels**



## STANDARD LOGO SIZE FOR U.S. 8.5" X 11" (215.9 MM X 279.4 MM) PRINT PUBLICATIONS

A standard size has been established for the logo, when used in 8.5" x 11" print publications, to ensure consistency across all publications that are printed at that size.

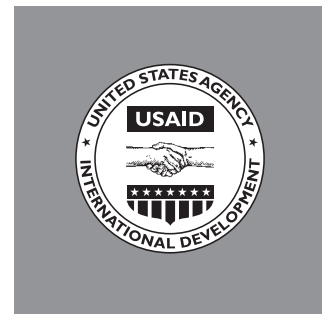
**Standard height of printed logo = 18.5 MM**

**Standard width of printed logo = 18.5 MM**



## CORRECT LOGO USAGE

Below are some examples of how the logo may be correctly used, when displayed on a color background or next to a graphic element or pattern. The reason the examples below are correct are: The clearspace, as defined on page 1.5 of this guidance, is observed; The color combinations are correct, as defined on page 1.4 of this guidance; The minimum size is observed, as defined on page 1.5 of this guidance.



## INCORRECT LOGO USAGE

The only correct uses of the logo are as shown on the previous pages, as full-color logo, two-color logo, and black-only logo. Any other color combination is not allowed. The only correct format for the logo is as shown on the previous page, and consists of the circles, Agency name, USAID, stars, bars, and handclasp. Any other combination or omission of any element is not allowed. A few typical incorrect examples are shown below.



*Incorrect example:  
Wrong colors*



*Incorrect example:  
Reversed out of a color*



*Incorrect example:  
Elements omitted*



*Incorrect example:  
Wrong typeface, wrong circle  
color, previous handclasp*



*Incorrect example:  
Word "for" added*



*Incorrect example:  
Shadow added*



*Incorrect example:  
Wrong typeface*



*Incorrect example:  
Logo on top of a color,  
graphic element, or pattern*



# BRANDMARK USAGE

The brandmark is an official U.S. Government symbol, and any alteration, distortion, recreation, translation, or misuse is strictly prohibited.

A number of digital file formats are available for download. The files available are each optimized for a variety of applications, for both print and on-screen communications, to ensure easy adherence to these guidelines. **Do not recreate the brandmark under any circumstances.** Colors referenced below are described in detail on page I.16 of this manual.

## BRANDMARK

US and tagline: USAID Blue  
AID: USAID Red



## MINIMUM BRANDMARK SIZE

A minimum size has been established for the brandmark to ensure legibility in all applications. For translation of the tagline into local-language versions, a comparable but legible minimum size must be created for the tagline.

**Minimum height of brandmark = 6 MM**

**Minimum width of brandmark = 19 MM**



Used in conjunction with the logo, or independently, the brandmark must always include the tagline as shown above. The two-color **USAID** may never be translated. The tagline can be translated (see below for guidance).

## EXAMPLE COLOR BRANDMARK WITH TRANSLATED TAGLINES

US and tagline: USAID Blue  
AID: USAID Red



**The brand name must remain in English at all times. The tagline may be translated into local language.** The tagline should be translated to the local language without altering its meaning or message. Note: In the far right brandmark above, the literal Spanish translation is “From the People of the United States of America” to not offend people in Latin America. The local-language tagline should be set in a typeface that matches the brandmark as closely as possible. The typeface is described in detail on pages I.14-I.15 of this manual.



## INCORRECT BRANDMARK USAGE

The only correct uses of the brandmark are as shown on the previous page. Any other color combination or typeface is not allowed. Any other combination or omission of any element is not allowed. A few typical incorrect examples are shown below.



*Incorrect example:  
Colors inverted*



*Incorrect example:  
Reversed out of a color, wrong colors*



*Incorrect example:  
Wrong typeface*

## MINIMUM BRANDMARK CLEAR SPACE

A minimum area within and surrounding the brandmark must be kept clear of any other typography; graphic elements such as photographs, illustrations, thematic images and patterns (except the logo as specified on page 1.9 of this manual); and the trim edge of a printed piece. These measurements only apply when the brandmark is used without the logo, on any applications. More than the minimum clear space is encouraged if applications provide the opportunity.

Minimum clear space on all sides is equal to height of the brand name, no matter the language of the tagline. Within the rectangle so described, all the area is clear space.

**H = Height of USAID**



## BLACK-ONLY BRANDMARK

US and tagline: 100% Process Black  
AID: 60% Process Black



Though the color brandmark should be used whenever possible, if USAID Blue and Red are not available, a black-only version of the brandmark must be used as shown.

## INCORRECT BLACK-ONLY BRANDMARK USAGE

The only correct uses of the brandmark are as shown on the previous page. Any other color combination or typeface is not allowed. Any other combination or omission of any element is not allowed. Two typical incorrect examples are shown below.



*Incorrect example:  
Inverted black values*



*Incorrect example:  
Reversed out of a color,  
wrong black values*

# STANDARD GRAPHIC IDENTITY

Our Standard Graphic Identity (Identity) includes both the logo and brandmark. It is only to be arranged in the various formats shown on these pages. The complete identity, with both logo and brandmark, should be used on most communications. The identity may not appear on the same page of a document or on-screen presentation in any arrangements other than those shown here. The logo and brandmark each have their own usage guidelines as shown on the preceding pages of this guide. This section is for guidance on their use together.

## FULL-COLOR IDENTITY, HORIZONTAL AND VERTICAL



### LOGO:

Circles, Agency name, USAID,  
stars: USAID Blue  
Bars: USAID Red  
Handclasp: 100% Black

### BRANDMARK:

US and tagline: USAID Blue  
AID: USAID Red

## TWO-COLOR IDENTITY, HORIZONTAL AND VERTICAL



### LOGO:

Circles, Agency name, USAID,  
stars: USAID Blue  
Bars: USAID Red  
Handclasp: USAID Blue

### BRANDMARK:

US, tagline: USAID Blue  
AID: USAID Red

## BLACK-ONLY IDENTITY, HORIZONTAL AND VERTICAL



### LOGO:

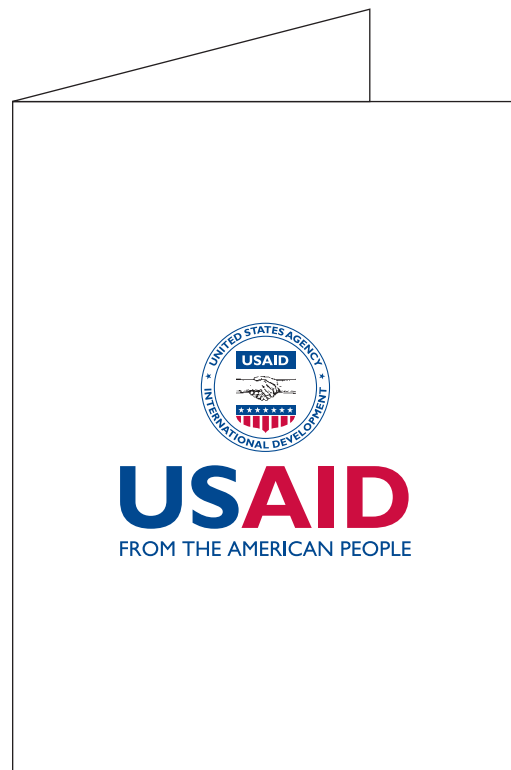
All: 100% Process Black

### BRANDMARK:

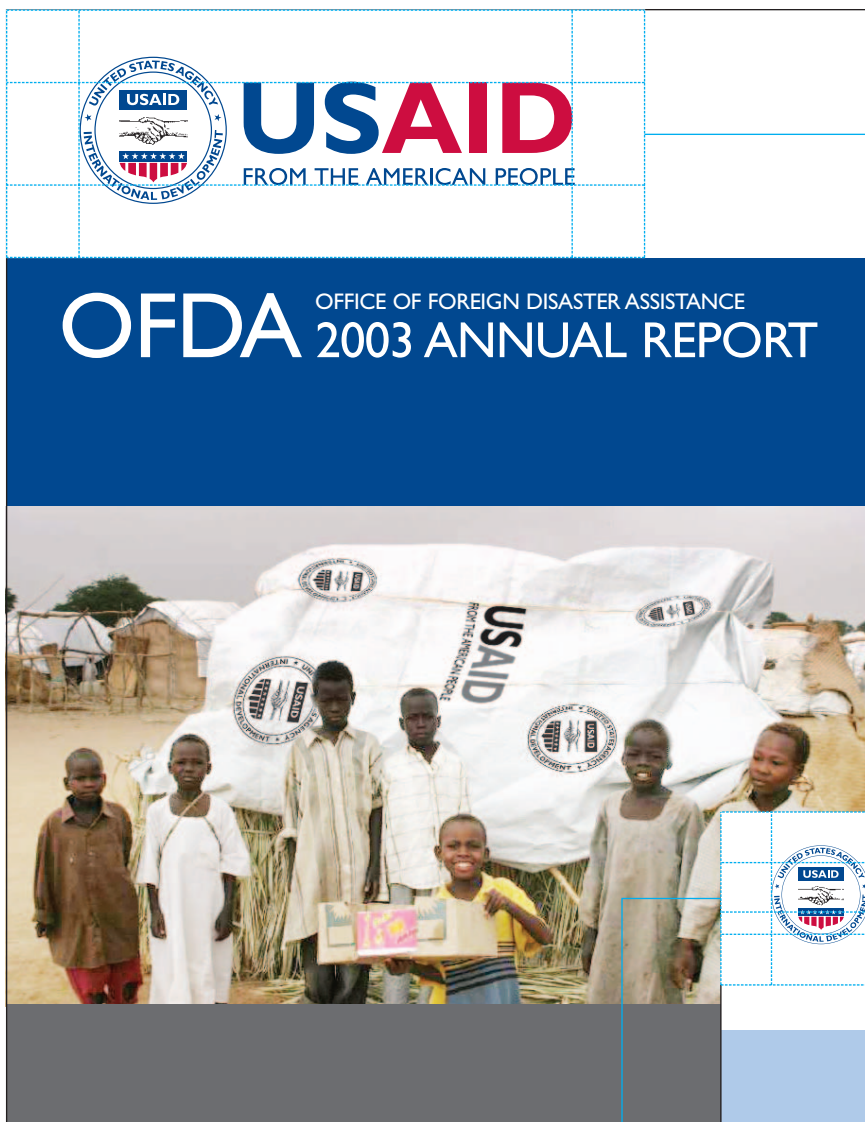
US, tagline: 100% Process Black  
AID: 60% Process Black

## CORRECT IDENTITY USAGE

The horizontal and vertical identities are intended to offer flexibility when designing communications materials. The version one selects should be determined by the application, except when the horizontal version is mandated in the templates and publications sections of this manual. For example, in the business card below, the horizontal identity is used as mandated, while in the pocket folder, at right, the vertical identity is used to complement the vertical format.



## CORRECT IDENTITY PLACEMENT: USAID-PRODUCED COMMUNICATIONS

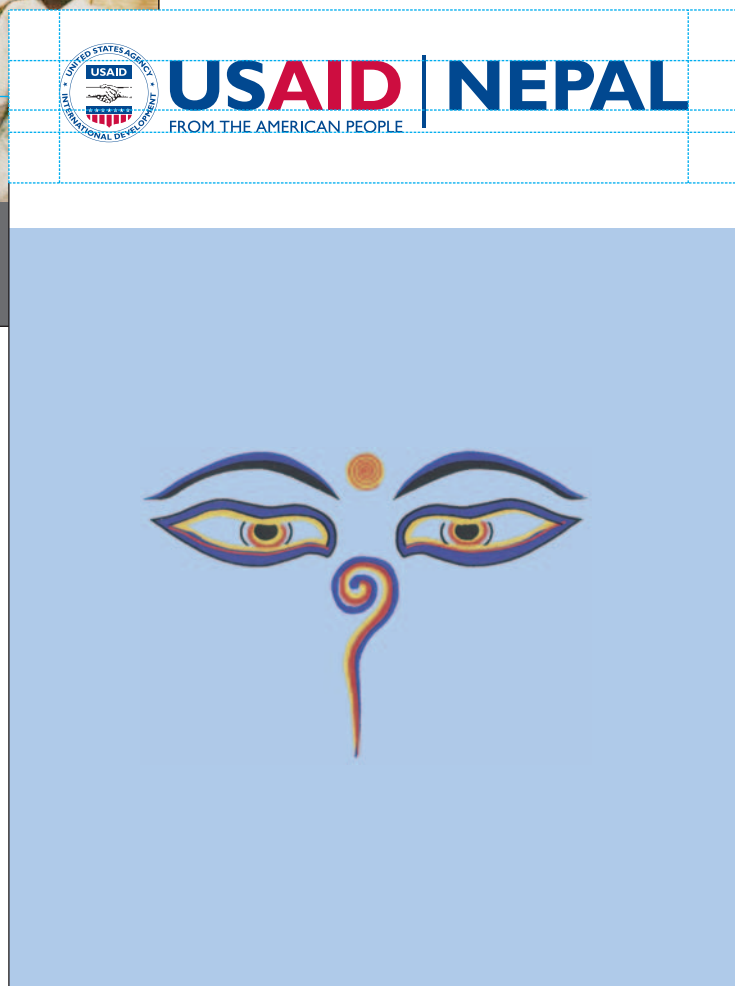


IDENTITY MUST BE PLACED IN UPPER LEFT, ON TOP OF A WHITE FIELD.

OBEY ALL GUIDELINES WITH REGARD TO CLEARSPACE AND SIZE.

Print communications produced by USAID should display either the horizontal Identity or Identity with Sub-Brandmark on the front cover, in the upper left area of the publication, in a white field. All guidelines related to the Identity—as described in this document—must be followed to ensure consistency across all print communications.

This page shows two example publication covers. The example at left shows the Standard Graphic Identity in correct use, while the example below shows an Identity with Sub-Brandmark in correct use.



IDENTITY MUST BE PLACED IN UPPER LEFT, ON TOP OF A WHITE FIELD.

OBEY ALL GUIDELINES WITH REGARD TO CLEARSPACE AND SIZE.



# Children on the Brink 2002

A Joint Report on Orphan Estimates and  
Program Strategies



IDENTITY SHOULD BE PLACED IN LOWER LEFT, ON TOP OF A WHITE FIELD.  
OBEY ALL GUIDELINES WITH REGARD TO CLEARSPACE AND SIZE.

Print communications produced by USAID partners may not offer the same level of control with regard to Identity placement. However, any co-branded print communications should display the horizontal Identity, in the lower left area, in a white field. The Identity should always be of comparable size and prominence to any and all logos on a given page. Partners should follow all guidelines related to the Identity—as described in this document—to ensure consistency across all print communications.

This page shows one example of a co-branded publication cover

## MINIMUM PRINT IDENTITY SIZE

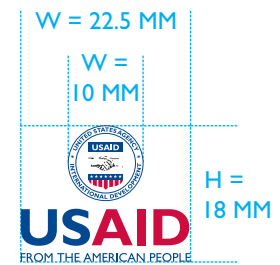
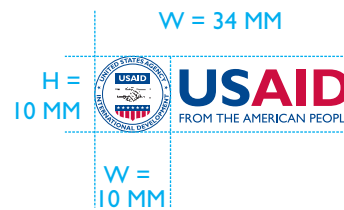
A minimum size has been established for the identity to ensure legibility. This size is only intended to be used for business cards. For translation of the tagline into local-language, a comparable but legible minimum size must be created for the tagline.

**Minimum height of horizontal identity = 10 MM**

**Minimum width of horizontal identity = 34 MM**

**Minimum height of vertical identity = 18 MM**

**Minimum width of vertical identity = 22.5 MM**



## MINIMUM ON-SCREEN IDENTITY SIZE

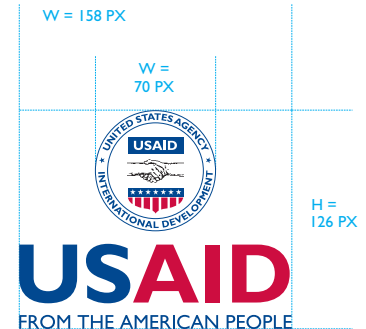
An absolute minimum size has been established for the identity to ensure legibility in all on-screen applications.

**Minimum height of on-screen horizontal identity = 70 Pixels**

**Minimum width of on-screen horizontal identity = 238 Pixels**

**Minimum height of on-screen vertical identity = 126 Pixels**

**Minimum width of on-screen vertical identity = 158 Pixels**



## FIXED PROPORTIONS

To accurately reproduce the identity, the logo and brandmark must be scaled and placed in relation to each other exactly as shown here.

**H = Height of USAID name and tagline**

**W = Width of USAID in logo**



## MINIMUM IDENTITY CLEAR SPACE

A minimum area within and surrounding the identity must be kept clear of any other typography; graphic elements such as photographs, illustrations, thematic images and patterns; and the trim edge of a printed piece. More than the minimum clear space is encouraged if applications provide the opportunity.

Minimum clear space on all sides is equal to height of the name, no matter the language of the tagline. Within the rectangle so described, all the area is clear space.

**H = Height of brand name**





## INCORRECT IDENTITY USAGE

The only correct uses of the identity are as shown on the previous two pages, as horizontal identity and vertical identity. Any other color combination or arrangement is not allowed. The logo and brandmark may never be broken apart when used on the same page of any printed or on-screen communication. A few typical incorrect examples are shown below.



*Incorrect identity example:  
Logo on right side of brandmark*



*Incorrect identity example:  
Logo on left side, top of brandmark*



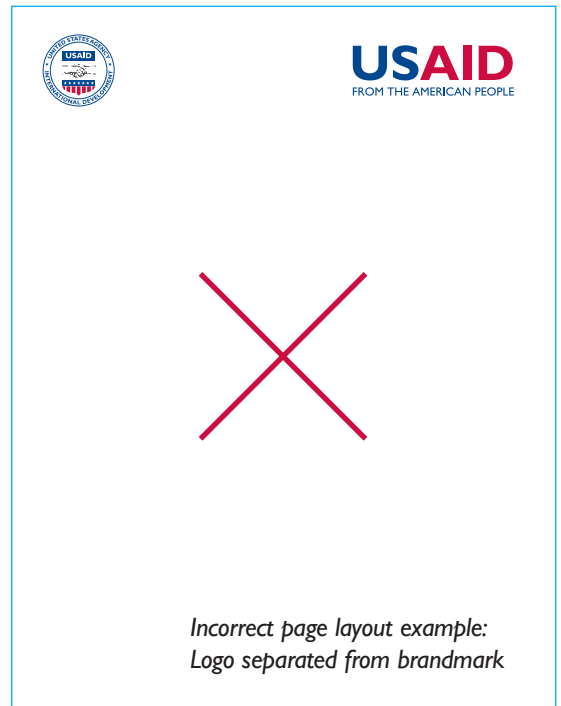
*Incorrect identity example:  
Logo on right side, top of brandmark*



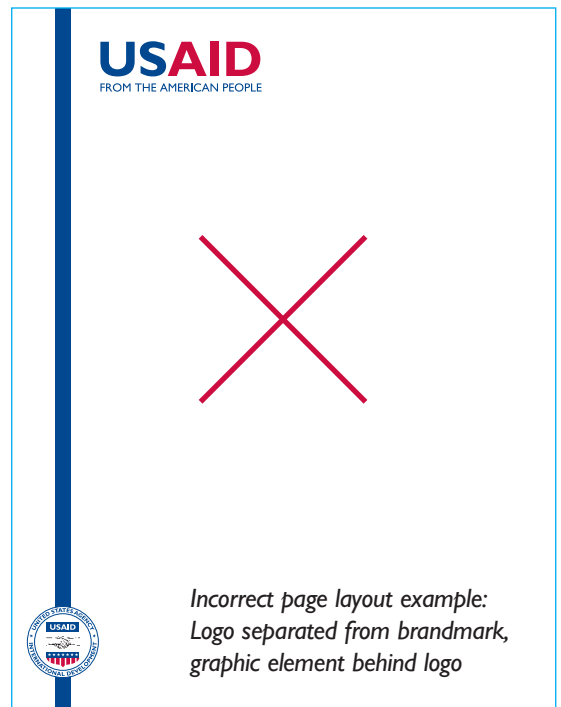
*Incorrect identity example:  
Logo on bottom of brandmark*



*Incorrect identity example:  
Agency name spelled out*



*Incorrect page layout example:  
Logo separated from brandmark*



*Incorrect page layout example:  
Logo separated from brandmark,  
graphic element behind logo*

# TYPOGRAPHY FOR PRINTED MATERIALS

The Agency has standards for typography to ensure brand consistency across all printed materials. Typography is one of the most important design elements. It is used to differentiate sections of information as headlines, text or captions. The font family Gill Sans was selected for clarity and effectiveness. Gill Sans Bold is the font that is used in the logo and brandmark.

As a general rule, Gill Sans Bold is used for headlines, subheads and highlighted text, Gill Sans Regular or Light are used for body text, and Gill Sans Italic is used for captions. Adobe Garamond Regular, Bold and Italic may be used for body text in documents that are 32 pages or longer. Specific guidelines for font usage are covered elsewhere in this guidance.

When the Adobe Gill Sans font family is not available, default first to Arial. When the Adobe Garamond font family is not available, default first to Times Roman.

## PRIMARY FONT FOR ALL COMMUNICATIONS

### GILL SANS LIGHT

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ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

### GILL SANS LIGHT ITALIC

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ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

### GILL SANS

---

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

### GILL SANS ITALIC

---

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

### GILL SANS BOLD

---

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

### GILL SANS BOLD ITALIC

---

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

## ALTERNATE FONT IF GILL SANS IS NOT AVAILABLE

### ARIAL

---

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

### ARIAL ITALIC

---

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

### ARIAL BOLD

---

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

### ARIAL BOLD ITALIC

---

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890



## BODY TEXT FONT FOR 32+ PAGE DOCUMENTS

### ADOBE GARAMOND

---

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

### ADOBE GARAMOND ITALIC

---

*ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890*

### ADOBE GARAMOND BOLD

---

**ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890**

### ADOBE GARAMOND BOLD ITALIC

---

***ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890***

## ALTERNATE FONT IF ADOBE GARAMOND IS NOT AVAILABLE

### TIMES ROMAN

---

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

### TIMES ROMAN ITALIC

---

*ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890*

### TIMES ROMAN BOLD

---

**ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890**

### TIMES ROMAN BOLD ITALIC

---

***ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890***

**DRAFT—AS OF 11/5/04—TO BE SUPERCEDED  
BY FINAL GRAPHIC STANDARDS MANUAL**

## INCORRECT USE OF TYPOGRAPHY

The figures below show examples of some incorrect uses of typography. The incorrect use of typography creates confusion and undermines confidence in the USAID brand. Please ensure that the official fonts, Gill Sans, Adobe Garamond, Arial and Times Roman, are used on all USAID printed communications.

### GILL SANS WITH SHADOW

---

~~Lorem ipsum dolor sit amet, consectetur  
adipiscing elit, sed diam nonummy nibh  
euismod tincidunt ut laoreet dolore magna  
aliquam erat volutpat. Ut wisi enim ad minim.~~

### GILL SANS IN UPPER CASE

---

~~LOREM IPSUM DOLOR SIT AMET, ADIPISCING  
ELIT, SED DIAM NONUMMY NIBH EUISMOD  
TINCIDUNT UT LAOREET DOLORE MAGNA  
ALIQUAM ERAT VOLUTPAT. UT WISI ENIM AD.~~

### GILL SANS IN OUTLINE

---

~~Lorem ipsum dolor sit amet, consectetur  
adipiscing elit, sed diam nonummy nibh euismod  
tincidunt ut laoreet dolore magna aliquam erat  
volutpat. Ut wisi enim ad minim.~~

### UNSPECIFIED FONT

---

~~Lorem ipsum dolor sit amet,  
consectetur adipiscing elit, sed  
diam nonummy nibh euismod tincidunt  
ut laoreet dolore magna aliquam erat  
volutpat. Ut wisi enim ad minim.~~

# STANDARD COLOR PALETTE

The Agency has standards for reproducing colors so they will always look consistent, no matter where they appear. For example, the brandmark and logo should be reproduced in full color—USAID Blue, USAID Red, and Solid Black—whenever possible. These colors serve as the source for our standard color palette.

These colors should be employed throughout our communications and are equivalent to the PANTONE numbers listed in the table below. For 4-color process printing (also known as Full-color printing), refer to the CMYK values shown. For Web applications, refer to the RGB Web values or Hexadecimal Web values.

The PANTONE® and CMYK values provided can be used on both coated and uncoated paper when printing. Although variations in color will occur, try to match the colors as closely as possible. For applications in color systems not included here, use the PANTONE values for color matching.

## PRIMARY COLOR PALETTE

Used for brandmark, logo, text, color fields and accent colors. USAID Blue and black may be used as tints, but USAID Red may not.



COLOR DEFINITIONS

**USAID BLUE**

**USAID RED**

**SOLID BLACK**

SPOT COLORS

**PANTONE 280**

**PANTONE 200**

**PROCESS BLACK**

CMYK

**100C 72M 0Y 18K**

**0C 100M 63Y 12K**

**0C 0M 0Y 100K**

HEXADECIMAL WEB

**#002A6C**

**#C2113A**

**#000000**

RGB WEB

**0R 42G 108B**

**194R 17G 58B**

**0R 0G 0B**

## SECONDARY COLOR PALETTE

Used for color fields and accent colors. Dark grey may be used for text, but light grey and light blue may not. The secondary palette may not be used as tints.



COLOR DEFINITIONS

**DARK GREY**

**LIGHT GREY**

**LIGHT BLUE**

SPOT COLORS

**PANTONE 425**

**PANTONE 420**

**PANTONE 2717**

CMYK

**0C 0M 0Y 70K**

**0C 0M 0Y 15K**

**29C 12M 0Y 0K**

HEXADECIMAL WEB

**#666666**

**#DDDDDD**

**#336799**

RGB WEB

**102R 102G 102B**

**221R 221G 221B**

**51R 103G 153B**

*The colors shown throughout this manual have not been evaluated by Pantone, Inc., for accuracy and may not match the PANTONE® Color Standards. Please refer to the current edition of the Pantone color formula guide. PANTONE® is a registered trademark of Pantone, Inc.*

# SUB-BRANDMARK USAGE

Mission or non-presence country names are the only allowable addition to the brandmark: that addition results in the sub-brandmark. No other additions, such as bureaus, offices or programs, are allowed.

The sub-brandmark is an official U.S. Government symbol, and any alteration, distortion, recreation, translation or misuse is strictly prohibited.

A number of digital file formats are available for download. The files available are each optimized for a variety of applications, for both print and on-screen communications, to ensure easy adherence to these guidelines. **Do not recreate the sub-brandmark under any circumstances, with the exception of translation of the tagline and country name.** Colors referenced below are described in detail on page I.16 of this guidance.

## SUB-BRANDMARK

US, tagline, mission or non-presence country name, rule: USAID Blue

AID: USAID Red



Used in conjunction with the logo, or independently, the sub-brandmark must always include the tagline as shown above. This will ensure brand consistency across all applications. Digital files for every mission and non-presence country sub-brandmark are available—in English—for download.

## EXAMPLE SUB-BRANDMARK WITH TRANSLATED COUNTRY NAME AND TAGLINE

US, tagline, mission or non-presence country name, rule: USAID Blue

AID: USAID Red



The brand name must remain in English at all times. The country name and tagline may be translated into local language.

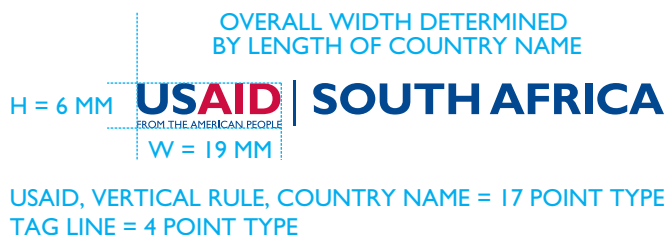
## MINIMUM SUB-BRANDMARK SIZE

A minimum size has been established for the sub-brandmark to ensure legibility in all applications. For translation of the tagline into local-language versions, a comparable, legible minimum size must be created.

**Minimum height of brandmark = 6 MM**

**Minimum width of brandmark = 19 MM**

**Minimum width of sub-brandmark is determined by length of country name**



## INCORRECT SUB-BRANDMARK USAGE

The only correct uses of the sub-brandmark are as shown on the previous page. Any other color combination or typeface is not allowed. Any other combination or omission of any element is not allowed. A few typical incorrect examples are shown below.

*Incorrect example:  
Wrong colors*



*Incorrect example:  
Reversed out of a  
color, wrong colors*



*Incorrect example:  
Wrong typeface*



*Incorrect example:  
Bureau is not a sub-brand*



*Incorrect example:  
Bureau is not a sub-brand*



*Incorrect example:  
Office is not a sub-brand*



*Incorrect example:  
Office is not a sub-brand*



*Incorrect example:  
Program is not a sub-brand*



*Incorrect example:  
Program is not a sub-brand*

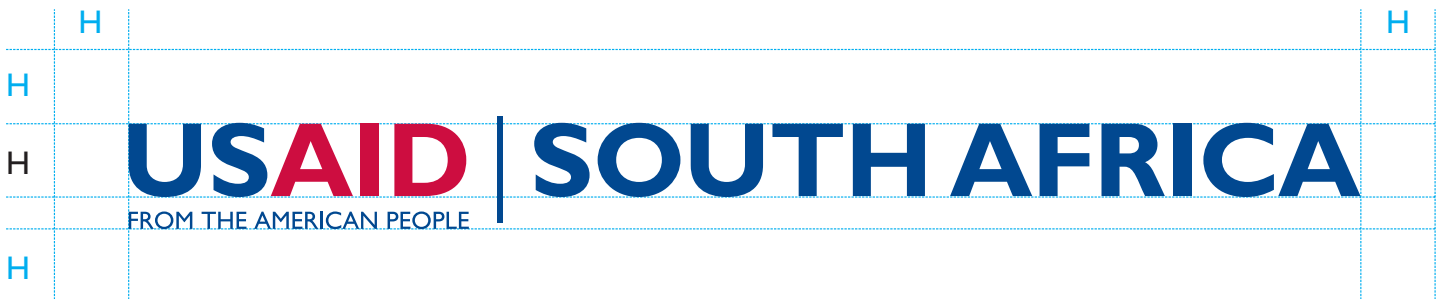


## MINIMUM SUB-BRANDMARK CLEAR SPACE

A minimum area within and surrounding the sub-brandmark must be kept clear of any other typography; graphic elements such as photographs, illustrations, thematic images and patterns (except the logo as specified on page 1.9 of this manual); and the trim edge of a printed piece. These measurements only apply when the sub-brandmark is used without the logo, on any applications. More than the minimum clear space is encouraged if applications provide the opportunity.

Minimum clear space on all sides is equal to height of the brand name, no matter the language of the tagline. Within the rectangle so described, all the area is clear space.

**H = Height of USAID**



## EXAMPLE BLACK-ONLY SUB-BRANDMARKS

US, country name and tagline: 100% Process Black

AID: 60% Process Black

**USAID | LEBANON**  
FROM THE AMERICAN PEOPLE

**USAID | ALBANIA**  
FROM THE AMERICAN PEOPLE

Though the color sub-brandmark should be used whenever possible, if USAID Blue and Red are not available, a one-color version of the sub-brandmark must be used as shown.

## INCORRECT ONE-COLOR SUB-BRANDMARK USAGE

The only correct uses of the one-color sub-brandmark are as shown above. Any other color combination or typeface is not allowed. Any other combination or omission of any element is not allowed. Two typical incorrect examples are shown below.

*Incorrect example:  
Wrong black values*

**USAID | EAST TIMOR**  
FROM THE AMERICAN PEOPLE

*Incorrect example:  
Reversed out of a color,  
wrong black values*

**USAID | CAMBODIA**  
FROM THE AMERICAN PEOPLE

# IDENTITY WITH SUB-BRANDMARK

The Identity with Sub-Brandmark includes both the logo and Sub-brandmark. It is only to be arranged in the horizontal format shown on these pages. The Identity with Sub-Brandmark may not appear on the same page of a document or on-screen presentation in any arrangements other than those shown here. The logo and Sub-brandmark each have their own usage guidelines as shown on the preceding pages of this guide. This section is for guidance on their use together.

## EXAMPLE FULL-COLOR IDENTITY WITH SUB-BRANDMARK

The horizontal Identity with Sub-Brandmark may only consist of the logo and sub-brandmark. The Identity with Sub-Brandmark may either use the English-language tagline or the local-language tagline. There is no vertical Identity with Sub-Brandmark.



**USAID**  
FROM THE AMERICAN PEOPLE

**BENIN**

### LOGO:

Circles, Agency name,  
USAID, stars: USAID Blue  
Bars: USAID Red  
Handclasp: 100% Black

### IDENTITY WITH SUB-BRANDMARK:

US, country name and  
tagline: USAID Blue  
AID: USAID Red



**USAID**  
DEL PUEBLO DE LOS ESTADOS  
UNIDOS DE AMÉRICA

**ECUADOR**

## EXAMPLE BLACK-ONLY IDENTITY WITH SUB-BRANDMARK

**LOGO:** All: 100% Process Black

**IDENTITY WITH SUB-BRANDMARK:** US, country name and tagline: 100% Process Black

AID: 60% Process Black



**USAID**  
FROM THE AMERICAN PEOPLE

**BENIN**



**USAID**  
DEL PUEBLO DE LOS ESTADOS  
UNIDOS DE AMÉRICA

**ECUADOR**

## MINIMUM PRINT SIZE FOR IDENTITY WITH SUB-BRANDMARK

A minimum size has been established for the Identity with Sub-Brandmark to ensure legibility in all applications. This size is only intended to be used for business cards.

The minimum size described here is for the English-language tagline Identity with Sub-Brandmark. For translation of the tagline into local-language versions, as allowable by these standards, a comparable but legible minimum size must be created for the tagline.

**Minimum height of horizontal Identity with Sub-Brandmark = 10 MM**

**Minimum width of horizontal Identity with Sub-Brandmark is determined by length of country name**

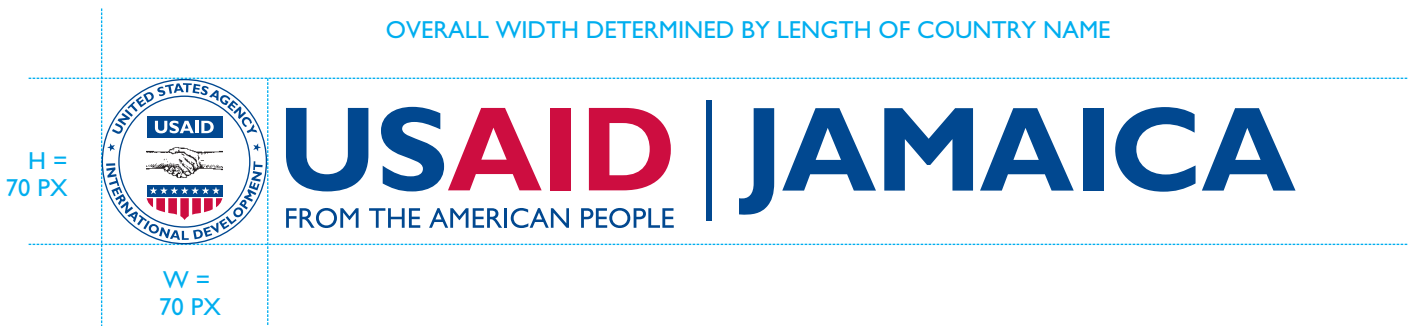


## MINIMUM ON-SCREEN SIZE FOR IDENTITY WITH SUB-BRANDMARK

An absolute minimum size has been established for the Identity with Sub-Brandmark to ensure legibility in all on-screen applications.

**Minimum height of on-screen horizontal identity = 70 Pixels**

**Minimum width of on-screen horizontal identity = 238 Pixels**



## MINIMUM CLEAR SPACE FOR IDENTITY WITH SUB-BRANDMARK

A minimum area within and surrounding the Identity with Sub-Brandmark must be kept clear of any other typography; graphic elements such as photographs, illustrations, thematic images and patterns; and the trim edge of a printed piece. More than the minimum clear space is encouraged if applications provide the opportunity.

Minimum clear space on all sides is equal to height of the name, no matter the language of the tagline. Within the rectangle so described, all the area is clear space.

**H = Height of brand name**





## INCORRECT IDENTITY WITH SUB-BRANDMARK USAGE

The only correct uses of the Identity with Sub-Brandmark are as shown on the previous two pages, as horizontal Identity with Sub-Brandmark. Any other color combination or arrangement is not allowed. The logo and sub-brandmark may never be broken apart when used on the same page of any printed or on-screen communication. A few typical incorrect examples are shown below.



*Incorrect example: Vertical Identity with Sub-Brandmark is not allowed*



*Incorrect example: Logo on right side of sub-brandmark*



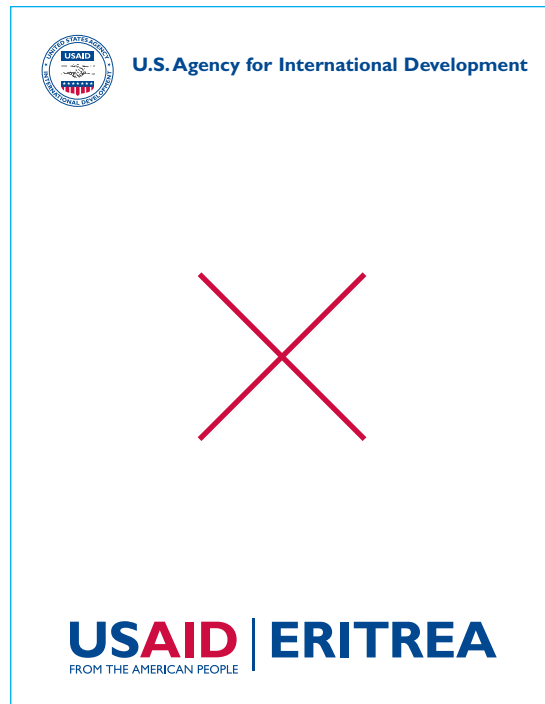
*Incorrect example: Logo on right side, top of sub-brandmark*



*Incorrect example: Logo on bottom of sub-brandmark*



*Incorrect example: Vertical Identity with Sub-Brandmark is not allowed; country name below brandmark*



*Incorrect page layout example:  
Logo separated from sub-brandmark*



*Incorrect page layout example: Logo separated  
from sub-brandmark, graphic element behind logo*